LoopMe Consumer Snapshot: Supermarkets

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LoopMe surveyed 1,851 UK consumers from 9-19 June, 2023 to understand consumer sentiment regarding supermarket shopping preferences. We also analysed consumers' preferred way to shop and what they value most when visiting a supermarket.



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What is your preferred way to shop for groceries?



What is the most important factor to you when visiting a supermarket?



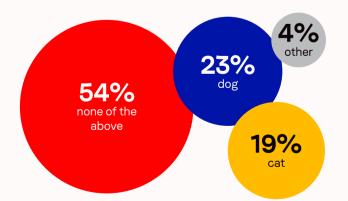
58% of consumers value low prices the most when visiting a supermarket



How often are you buying vegan products when grocery shopping?



Do you regularly buy any of the following pet food?



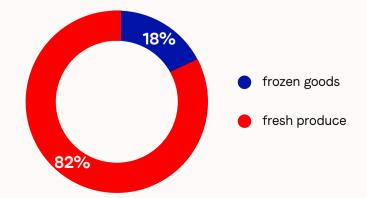
of consumers buy fresh produce the most

when grocery shopping

23%

of consumers regularly buy dog pet food

What do you buy most when grocery shopping?



loopMe

Putting the consumer at the heart of every campaign

For more in formation, contact your local sales rep or solutions@loopme.com